

**A PARTNERSHIP FOR MUTUAL BENEFIT AND SUSTAINABILITY: CASE
STUDY OF THE SUSTAINABLE COFFEE PROGRAM (SCP) BETWEEN
NESTLÉ AND YARA IN LAMPUNG, INDONESIA**

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Sustainability is an emerging topic in every sector, including the agribusiness sector. This condition raises awareness in business that an organization can't solve all problems alone and needs to work collaboratively. This research discusses how a coffee partnership program can benefit stakeholders and drive sustainability. To answer this question, stakeholders in the Sustainable Coffee Program (SCP) are interviewed qualitatively. This study says that the SCP partnership helps farmers financially, socially, and environmentally. It allows stakeholders to pool resources and expertise more efficiently. This leads to cost savings and increased productivity. The program also provides access to markets and opportunities, as well as stronger relationships and networks within the coffee production sector. The SCP partnership operates successfully due to high trust and clear roles among partners. The partnership can be improved by carefully selecting farmer groups and increasing their knowledge on financial management. Involving government agencies can also help strengthen the partnership.

Keywords: Partnership, sustainability, agribusiness, coffee production